

Board of Directors Monthly Meeting 3/17/2022

8:30 am via Zoom

1. Meeting called to order at 8:31

Board Members Present:

Frank DiLeonardi, President
Jan Santarius, Treasurer
Abbie Schultz, Secretary
Angie Nicol
Chris McMurray
Mike Hoefler
Linda Long Wholleber

Others in Attendance:

Executive Director: Patty Gauthier

2. **Approval of Agenda:** Staffing added to Governance and Finance section. B2 on agenda moved to Governance and Finance. Next Board Meeting date amended to April 21st (typo on agenda – date has not been changed). A motion was made by Jan to approve the amended March 17th, 2022 agenda. Seconded by Mike. Agenda approved.
3. **Approval of Minutes:** Motion was made by Chis to accept the February minutes. Seconded by Jan. February minutes approved.
4. **Approval of updated Mission, Vision, and Goals:** Angie made a motion to approve the new Mission, Vision, and Goals. Jan seconded. Mission, Vision, and Goals approved.
5. **Committee Reports:**
 - A) **Governance & Finance:**
 - a) Treasurer's Report – Nothing to call our attention to
 - b) Linda made a motion to accept the Treasurer's report; seconded by Mike. Treasurer's Report approved.
 - c) Liz Uihlein has written a \$20,000 check for healthcare coverage through TASC for the Executive Director and Assistant Executive Director. Working with Associated Bank to set aside in a fund specifically for this. Healthcare benefits are available to employees immediately upon starting work.
 - i) This is different than the simple IRA plan, which come from a different fund.
 - ii) Discussion was had regarding changing the current waiting period (there currently is not one).
 - (1) Getting newly hired employees enrolled has historically taken time.
 - (2) Patty will ask TASC what they recommend as a waiting period for a new employee before being covered (in relation to their administrative process).
 - iii) There was a 2022 Travel Reimbursement increase from .56/mile to .58.5/mi
 - d) Staffing
 - i) Assistant Executive Director has resigned.
 - ii) The job has been posted on Indeed
 - (1) Historically have used this as a free service

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- (2) Discussed paying a fee to sponsor our posting on Indeed
- (3) Linda made a motion to spend up to \$250 to enhance our Indeed ad. Jan seconded. Motion passed.
- iii) Angie is also sourcing candidates.
- e) Alignment of Vision, Mission, and Goals:
 - i) Patty and Frank continue to review and update Chamber documents to ensure alignment.
 - ii) Governance and Finance will review or realign (Linda will send out an email for this meeting that will be held late April or early May) and bring it back to the board to review and accept.
 - iii) A member survey will be done later this year to measure and report progress on alignment moving forward.
- B) **Marketing:**
 - a) Need to draft a communication plan to members
- C) **Membership:**
 - a) Scorecard – reviewed – no noticeable changes
- D) **Events:**
 - a) Chamber After 5
 - i) 8 dates confirmed, 5 dates still available
 - (1) Reach out to restaurants and others in community to build involvement
 - ii) 6/22 at River's Edge will also be the hard launch of the Camp Mercer CCC Trail. Possibility of including Mercer Chamber in this event. Chris will contact Melissa to ensure this date works for them as well.
 - (1) Historical Society may hold a pre-hike to CA5.
 - iii) Job Fairs
 - (1) Angie attended both Hurley and Boulder Junction – neither greatly attended by job candidates. Job fairs don't seem like a wise investment.
 - (2) Postcards may be another route –
 - (a) Manitowish Waters is a great place to live, work, and play!
 - (b) Do you know of someone looking for fun summer or year-round employment? Kids, grandkids, retirees!
 - (c) Drive receivers to GrowthZone
 - (i) Prep members – make sure your information is updated!
 - (3) May Mailer
 - iv) Boat Show
 - (1) We need volunteers – please get the word out!
 - (2) We need monetary sponsorships
 - v) April Luncheon
 - (1) Possible topics: Employment (teaching how to use online job advertising)
 - (2) GrowthZone as a topic – learning lunch

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- (a) Patty will reach out to her mentor during her training period
- (b) This will be hands on

6. Director's Report:

- a) Recently came back from a Conference
 - i) Three greatest takeaways:
 - 1) So many rural chambers and areas – we have to take the focus off of businesses and focus more on what we have to offer as a natural environment
 - 2) Collaborating – we need to work together with Presque Isle and Winchester
 - 3) Revitalize the area – make their time here an experience for all ages
 - ii) Employment is a statewide (and further) issue
 - 1) More jobs available than there are people to fill them
 - iii) J-1 visas capped out
- b) Internship Summer 2022
 - i) Historically was a college student that was given a small stipend
 - ii) “Internship” has been used loosely – it has really been a part time job to help during the busy season.
 - iii) Patty will investigate posting as well as using current help to fill this position
- c) Assistant Executive Director Position
 - i) Discussion regarding pay
 - ii) Angie moved to increase the Assistant Executive Director's salary range based on experience not to exceed \$18/hr. Seconded by Linda. Motion passed.

7. Town Chair's Report:

- a. Broadband:
 - i. Very hard to contact and communicate with Lumen
- b. Airport
 - i. About 25 people interested in having hangars/expanding
- c. Dead Pike Lake
 - i. Met with the DNR to manage water levels
- d. Webinar with Economic Development
 - i. Placemaking
 - 1. What does MW have that makes us an attractive to live?
 - a. What is our community population threshold – both ecologically and economically
 - b. 53% publicly owned – Powell Marsh and NHAL
 - c. 5% of total area in MW is available for building
- e. Chamber Board will get documents from John regarding placemaking – tie into Mission and Vision
- f. Rest Lake Dam Bridge
 - 1. Scheduled for replacement in 8-12 years
 - 2. 3 lanes – 1 lane for bikes/pedestrians/snowmobiling

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- ii. Possibility of construction of separate bridge prior to this happening
- g. Bike Trail
 - i. Looking to extend down HWY 51 corridor from Powell Road to Manitowish Road
- h. ATV
 - i. Master plan for bike trail we did allow for expansion into Iron County through Circle Lily Road
 - ii. We don't want to do anything with ATV's that would jeopardize our being a silent sport destination

Next meeting will be held 4/21/22 at 8:30am via Zoom.

Jan made a motion to adjourn the meeting. Linda seconded.

Meeting adjourned at 10:10 am.